



REVISIONS TO THE DECEMBER 15, 1983  
APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

\* NEW APPLE /// PRODUCTS ADDED TO PRICE LIST:

Product	Description	Page No.
A3S1256	Apple /// Plus 256K System	1
A2W0012	Apple Pascal Numerics SANE	3
A2W0010	ProDOS Technical Reference Manual	3
A2F0166	Apple Tiffany Collection	5
A2F0157	Workbench Flyer	5
A2G0023	Apple Education Demo Book	6

\* APPLE /// PRODUCT PRICE REDUCTIONS MADE TO PRICE LIST:

A3P0004	Apple /// Business System	1
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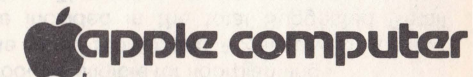
\* UNAVAILABLE APPLE /// PRODUCTS REMOVED FROM PRICE LIST:

C3B0001	Apple Writer ///	3
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# APPLE /// PRODUCTS CONFIDENTIAL DEALER PRICE LIST

DECEMBER 15, 1983



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Systems			(Each)						
† A3S0256	Apple /// 256K System (w/System Software)		2695.00	1617.00	1617.00	1617.00	1617.00	1617.00	1617.00
A3S1256	Apple /// Plus 256K System	*	2995.00	1795.00	1795.00	1795.00	1795.00	1795.00	1795.00
† A3P0004	Apple /// Business System, Part A	4	5330.00	3300.00	3200.00	3100.00	3100.00	3100.00	3100.00
Apple /// Disk Drives and Accessories									
† A3M0004	Disk ///		435.00	306.00	300.00	295.00	287.00	280.00	273.00
† A9M0005	ProFile™ Disk Drive	3	2195.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
A3T0005	ProFile™ Accessory Kit for A///	3	N/A	110.00	110.00	110.00	110.00	110.00	110.00
A3T0305	ProFile™ Sales Kit	1	N/A	100.00	N/A	N/A	N/A	N/A	N/A
Apple /// Printers and Accessories									
† A3M0025	Daisy Wheel Printer	2	2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A3C0351	Daisy Wheel Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
† A2M0072	Daisy Wheel Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (DWP) (6/pack)		10.50	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75	53.00	51.00	50.00	48.00	47.00	47.00
† A2M0058	Dot Matrix Printer	2	675.00	419.00	406.00	393.00	381.00	371.00	361.00
A3C0350	Dot Matrix Accessory Kit for Apple ///	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50	42.00	40.00	39.00	38.00	37.00	36.00
† A3M0001	Silentye® Thermal Printer		350.00	230.00	224.00	218.00	211.00	204.00	197.00
A3M0013	Silentye® /// Conversion Kit		40.00	26.00	26.00	25.00	24.00	23.00	23.00
A2C0001	Silentye® Paper (box/10)		4.50	30.00	29.00	28.00	27.00	26.00	25.00

## Notes:

\* - New Product

† - Product eligible for floorplanning.

1 - Only one kit per dealership.

2 - The Apple Printers (DMP/DWP) and Accessory Kits for A/// are included in the total Suggested Retail Price. The Accessory Kits are sold with printers and not as a stand alone product to the consumer.

3 - The ProFile Disk Drive and A/// Accessory Kit are included in the total Suggested Retail Price. Accessory Kits are sold with ProFile and not as a stand alone product to the consumer.

4 - Includes A/// 256K Personal Computer, Monitor ///, ProFile Mass Storage System, ProFile Accessory Kit, Catalyst 2.0 Selector Software, and Systems Utilities Product Training Pak



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Apple /// Monitors			(Each)						
† A3M0006	Monitor /// (12" B & W)		249.00	135.00	130.00	125.00	120.00	115.00	110.00
† A3M0039	Monitor /// (12" Green)		249.00	165.00	159.00	155.00	150.00	145.00	140.00
Apple /// Expansion and Interface Cards									
† D3D0098	Apple Softcard™ /// System		450.00	285.00	275.00	265.00	255.00	245.00	235.00
A3B0001	Apple /// OEM Prototyping Card		45.00	35.00	29.00	29.00	29.00	29.00	29.00
† A3B0007	Serial Card ///		225.00	148.00	144.00	140.00	135.00	131.00	127.00
† A3B0002	Universal Parallel Interface Card		225.00	146.00	140.00	137.00	132.00	128.00	123.00
Apple /// Miscellaneous Accessories									
A2D0000	Blank Diskettes (box/10)		50.00/bx10	31.50	28.00	27.00	26.00	26.00	25.00
A2G0001	Diskette Vinyl Pages (10/pack)		8.50/bx10	5.00	5.00	5.00	5.00	5.00	5.00
A2G0002	Software Binder (12/box)		11.00	83.00	81.00	78.00	74.00	71.00	68.00
† A3M0020	A/// Clock Calendar Kit (5/box)		50.00	175.00	173.00	170.00	165.00	160.00	158.00
A3M0021	A/// Interface Kit	*	75.00	28.00	28.00	28.00	28.00	28.00	28.00
A3M0010	Cursor ///		59.95	38.00	37.00	35.00	34.00	32.00	31.00
† A3M0040	A/// 128K Add-On Memory Kit		300.00	211.00	207.00	203.00	198.00	193.00	189.00
A3M0018	A/// 256K Memory Upgrade (Exchange)		600.00	520.00	508.00	496.00	496.00	496.00	496.00
A3M0019	Modem Eliminator Cable (5/box)		29.95	95.00	95.00	95.00	95.00	95.00	95.00
Apple /// Plotter and Accessories									
† A9M0302	Apple Color Plotter, Model 410	1	995.00	569.00	550.00	540.00	531.00	521.00	512.00
A3C0302	Apple Color Plotter Accessory Kit for A ///	1	N/A	35.00	34.00	33.00	33.00	33.00	33.00
A9C0300	Apple Plotter Overhead Transparency Film (5/box)		39.95	108.00	104.00	102.00	100.00	98.00	96.00
A9C0301	Apple Plotter Paper Kit 8½ x 11 inch (5/box)		5.95	17.00	16.00	16.00	15.00	15.00	15.00
A9C0302	Apple Plotter Paper Kit 11 x 17 inch (5/box)		9.95	28.00	27.00	26.00	26.00	25.00	25.00
A9C0304	Apple Plotter Multi-Pen Capper Kit (5/box)		19.95	65.00	63.00	62.00	61.00	60.00	59.00
	Apple Plotter Paper and Transparency Pens (each packaged 5/box)		12.95	36.00	35.00	34.00	34.00	33.00	32.00

**Paper Pens**

narrow (.3mm)

wide (.7mm)

Black A9G0300  
 Red A9G0304  
 Green A9G0308  
 Blue A9G0312  
 Combo 1 A9G0316  
 Combo 2 A9G0320

A9G0301  
 A9G0305  
 A9G0309  
 A9G0313  
 A9G0317  
 A9G0321

3

4

**Transparency Pens**

narrow (.3mm)

wide (.7mm)

A9G0302  
 A9G0306  
 A9G0310  
 A9G0314  
 A9G0318  
 A9G0322

A9G0303  
 A9G0307  
 A9G0311  
 A9G0315  
 A9G0319  
 A9G0323

**Notes:**

\* - New Product.

† - Products eligible for floorplanning.

1 - The Apple Plotter and Accessory Kit for A/// are included in the total Suggested Retail Price. The accessory kits are sold with the Plotter and not as a stand alone product to the consumer.

3 - Includes one pen each of Black, Red, Green and Blue.

4 - Includes one pen each of Violet, Burnt Orange, Gold and Brown.



Product	Description	Notes	Sub Retail Price	Single Qty. Price	Master Pack Qty.	Master Pack Price
<b>Apple /// Business Software</b>			(Each)			
C3B0003	Apple Access ///		150.00	97.00	5	90.00
† A3D0019	AppleFile ///		325.00	146.00	5	130.00
A3D0003	Apple /// Mail List Manager		150.00	95.00	5	90.00
† A3D0030	Apple/NPL ///		650.00	423.00	5	403.00
A3D0024	Apple Speller ///		175.00	114.00	5	105.00
A3H0001	Apple Writer/Speller /// Bundle		395.00	257.00	N/A	N/A
C3B0013	Apple Writer ///		275.00	179.00	5	165.00
† D3D0002	BPI Accounts Payable		495.00	297.00	5	282.00
† D3D0003	BPI Accounts Receivable		495.00	297.00	5	282.00
† D3D0005	BPI Payroll		495.00	297.00	5	282.00
† D3D0001	BPI General Accounting		495.00	297.00	5	282.00
C3B0002	Business Graphics ///		175.00	113.00	5	105.00
D3D0007	Micro/Courier ///		125.00	75.00	5	70.00
† A3D0022	Professional Solution Software Box		350.00	200.00	N/A	N/A
A3D0020	Quick File* ///		100.00	60.00	5	58.00
C3B0004	Script ///		125.00	81.00	5	75.00
† C3B0005	Senior Analyst ///		350.00	140.00	5	130.00
† A3D0002	VisiCalc* ///		250.00	165.00	5	150.00
<b>Apple /// Languages &amp; Operating Systems Software</b>						
A3D0004	Apple /// Business BASIC		125.00	80.00	5	75.00
† A3D0021	Apple /// COBOL		495.00	322.00	5	307.00
† A3D0005	Apple /// Pascal		300.00	195.00	5	185.00
<b>A2W0012</b>	<b>Apple Pascal Numerics SANE</b>	*	<b>35.00</b>	<b>24.50</b>	<b>N/A</b>	<b>N/A</b>
C3S0001	Pascal Utility Library		75.00	48.00	5	45.00
A3D0018	Apple /// Record Processing Services		50.00	33.00	5	30.00
<b>Apple /// Reference Manuals</b>						
A3L0002	Apple Business Basic Manual Volumes 1 & 2 (5 sets/box)		30.00	90.00		
A3L0023	Device Driver Writer's Guide		25.00	15.00		
A3L0004	Pascal Introduction, Editor and Filer (8/box)		20.00	96.00		
A3L0005	Pascal Program Preparation Tools Manual (8/box)		20.00	96.00		
A3L0003	Pascal Programmer's Manual Two Volume Set (4 sets/box)		30.00	72.00		
A3L0006	Pascal Technical Reference Manual		50.00	30.00		
<b>A2W0010</b>	<b>ProDOS Technical Reference Manual</b>	*	<b>25.00</b>	<b>17.50</b>		
A3L0027	SOS Reference Manual Two Volume Set		50.00	30.00		
<b>Apple /// Product Training Paks</b>						
C3Z0002	PTP - Apple /// Business Graphics		40.00	20.00	5	20.00
A3Z0003	PTP - Apple /// System Utilities		40.00	20.00	5	20.00
C3Z0001	PTP - Apple Writer ///		40.00	20.00	5	20.00
A3Z0001	PTP - Mail List Manager		40.00	20.00	5	20.00
C3Z0003	PTP - Senior Analyst ///		40.00	20.00	5	20.00
A3Z0002	PTP - VisiCalc* ///		40.00	20.00	5	20.00

**Notes:**

\* - New Product.

† - Product eligible for floorplanning.



Product	Description	Note	Sugg. Retail Price	Single Qty Price
<b>AppleCare Carry-in Service for Apple /// Products</b>			<b>(Each)</b>	
SC30019	Apple /// Business System, Part B	1	288.00/yr	150.00/yr
SC30009	Apple /// Personal Computer		120.00/yr	78.00/yr
SC30012	Disk ///		36.00/yr	23.00/yr
SC30011	ProFile™ Disk Drive		150.00/yr	98.00/yr
SC30010	Daisy Wheel Printer		150.00/yr	98.00/yr
SC20005	Dot Matrix Printer		60.00/yr	39.00/yr
SC20004	Silentype® Printer		48.00/yr	30.00/yr
SC30013	Monitor ///		18.00/yr	12.00/yr
SC30015	Color Plotter		48.00/yr	31.00/yr
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)		N/C	N/C

**Notes:**

\* - New Product.

1- The Apple /// Business System Part A and AppleCare for the Apple /// Business System Part B should be sold together to the consumer.



Product	Description	Notes	Qty Per Pack	Max Order Qty/Pack						
<b>Sales Aids (No Charge Items)</b>										
A2F0152	AppleCare Carry-In Service Registration Forms		25	1						
A2F0122	AppleCare Carry-In Service Flyer		100	1						
A2F0065	Co-op Claim Form		10	2						
A2F0076	Co-op Prior Authorization Request form		25	2						
A2F0016	Co-op Radio/TV Sheet		1	10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
A2F0151	Christmas Collection		25	1						
A2F0010	Apple Collection Gift Catalog		25	10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>A2F0166</b>	<b>Apple Tiffany Collection</b>	*	<b>25</b>	<b>1</b>	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
A2F0006	Apple Logo Poster		2	5	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
A2F0001	Large Logo Decals		200	1						
A2F0002	Small Logo Decals		200	1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Literature (No Charge Items)</b>										
† A3F0149	Apple /// Accounting Series Brochure		50	2						
A2F0146	Data Base Brochure		25	2						
A2F0150	Education News Vol. 4 #3		25	2	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
A2F0135	Intelligent Choices Brochure		50	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
A2F0124	Product Training Workshop Brochure		25	2	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
A2F0144	Small Business Market Brochure		25	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>A2F0157</b>	<b>Workbench Flyer</b>	*	<b>25</b>	<b>2</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Data Sheets</b>										
A2F0121	Apple Color Plotter		50	2						
A3F0147	Apple /// Data Sheet		50	2						
A2F0036	Apple Business BASIC		25		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
A3F0086	Apple /// COBOL		50		\$32.00	\$32.00	\$32.00	\$32.00	\$32.00	\$32.00
A2F0053	Apple /// OEM Prototyping Card		25							
A3F0035	Apple /// Pascal		25							
A3F0125	Apple Speller ///		25							
A3F0117	Apple Writer ///		50		\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
A2F0148	Daisy Wheel Printer		25		\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
A2F0047	Disk ///		50							
A2F0110	Dot Matrix Printer		25		\$5.20	\$5.20	\$5.20	\$5.20	\$5.20	\$5.20
A2F0033	Mail List Manager		25							
A3F0088	MICRO/Courier ///		25		\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
A2F0048	Monitor ///		25							
A3F0057	ProFile™		50		\$5.20	\$5.20	\$5.20	\$5.20	\$5.20	\$5.20
A3F0072	Record Processing Services		50							
A2F0045	Silentype® Thermal Printer		25		\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
A3F0069	Softcard™ ///		50							
A2F0037	Sophisticated Operating System SOS		25							
A2F0051	Universal Parallel Interface Card (A///)		25							
A3F0034	VisiCalc® ///		25							

Notes:

\* - New Product



Product	Description	Notes	Sugg. Retail Price	Single and Multiple Quantities					
				1-3	4-9	10-19	20-39	40-79	80 +
Training Aids			(Each)						
† A3G0016	Apple /// . . . A Beginning Product Training Workshop		550.00	275.00	275.00	275.00	275.00	275.00	275.00
A3G0017	Apple /// . . . A Beginning Reference Workbook (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A3G0018	Apple ///...Getting Organized Product Training Workshop		500.00	250.00	250.00	250.00	250.00	250.00	250.00
A3G0019	Apple ///...Getting Organized Workbooks (25/pack)		2.50	62.50	62.50	62.50	62.50	62.50	62.50
† A9G0050	Horizons Small Business Seminar		N/A	250.00	250.00	250.00	250.00	250.00	250.00
A9G0051	Horizons Seminar Workbook (25/pack)		N/A	45.00	45.00	45.00	45.00	45.00	45.00
A9G0201	Apple Has The Answers (25/pack)		1.50	15.00	15.00	15.00	15.00	15.00	15.00
A3G0004	Apple /// Management Demo Book		N/A	75.00	75.00	75.00	75.00	75.00	75.00
A2G0023	Apple Education Demo Book	*	N/A	125.00	125.00	125.00	125.00	125.00	125.00
A2G0020	Personal Computer Demo Master		N/A	100.00	100.00	100.00	100.00	100.00	100.00
Sales Aids									
A7L0002	Apple Credit Plan Applications (100/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0013	Apple Mylar Banner		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2G0033	Apple Plastic Carry Bags (200/box)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A2G0016	Apple Presentation Folders (10/pack)		N/A	7.00	6.00	6.00	6.00	6.00	6.00
A7P0001	Apple Workbench Binder	*	8.00	5.60	5.60	5.60	5.60	5.60	5.60
A3G0014	Point-of-Sale Disk & Literature Rack		N/A	65.00	65.00	65.00	65.00	65.00	65.00
A3G0013	Point-of-Sale Display		N/A	70.00	70.00	70.00	70.00	70.00	70.00
A2G0045	Software Sells Poster (5/pack)		N/A	5.00	5.00	5.00	5.00	5.00	5.00
Literature									
A3L0038	Apple /// Software Resource Guide (10/pack)		N/A	10.00	10.00	10.00	10.00	10.00	10.00
A2L0065	Apple In Depth Software Catalog (25/box)		3.00	20.00	20.00	20.00	20.00	20.00	20.00
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95	20.00	20.00	20.00	20.00	20.00	20.00
A2L0061	Journal Courseware Vol. 1 #1 (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2L0062	Journal Courseware Review Issue (5/pack)		5.95	21.00	21.00	21.00	21.00	21.00	21.00
A2G0034	Personal Computers In Business Guide (25/pack)		2.95	20.00	20.00	20.00	20.00	20.00	20.00
A2G0035	Personal Guide to Personal Computers (25/pack)		2.50	20.00	20.00	20.00	20.00	20.00	20.00

**Note:**

\* - New Product.

† - Product eligible for floorplanning.

Apple, the Apple Logo, and Silentype are registered trademarks of Apple Computer, Inc.  
 ProFile is Apple's trademark for its 5-megabyte mass storage devices.  
 Softcard is a trademark of Microsoft Corporation.  
 Visicalc is a registered trademark of VisiCorp.

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 Prices are subject to change without notice.  
 Products subject to discontinuation without notice.  
 Quantity prices apply to single delivery, single location.